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November 24, 2015

AEON CO., LTD.

GUANGDONG AEON TEEM CO., LTD.

## **“AEON Zhongshan Shidai Store” Opens November 28 in Zhongshan, Guangdong Province**

**“Your Neighborhood Aeon” meets every need, from basics to high-quality items**

Guangdong Aeon Teem Co., Ltd. (hereinafter “Guangdong Aeon”) opens general merchandise store (hereinafter “GMS”) “Aeon Zhongshan Shidai Store” (hereinafter “the Store”) on November 28, 2015 in the city of Zhongshan, Guangdong Province, China. Aeon operates 48 GMS throughout China in Beijing City, Tianjin City, Shandong Province, Guangdong Province, Jiangsu Province, Hubei Province, and Hong Kong. The Store becomes the 18th GMS operated by Guangdong Aeon.



### **<Features of Aeon Zhongshan Shidai Store>**

The Store is located within 3 km of large subdivision housing area popular with young couples aged 25–34 who are just starting families. As a community-based store, the Store offers products and services with value to mainly local families desiring a high quality of lifestyle.

Fulfilling its role as “Your Neighborhood Aeon,” the Store proposes new lifestyle to customers through an abundant selection of products to enrich home life, from basic necessities to high-quality items.

The Store is divided into three floors: the 1st Floor features food and other daily necessities; the 2nd Floor features trendy fashion items; and the 3rd Floor features children-related products and a variety of services.

### <Features of each floor>

The Store meets the diversifying needs of customers in China by offering a broad selection of products, from daily necessities or basic items to high-quality items with added value. In addition to the Topvalu products targeting for Japanese market, the Store also has a large selection of safe and secure Topvalu products developed in China specifically for the needs of Chinese customers.

The Store offers high quality and fresh products with placing priority on safety and security. In addition, the Store continually strives to improve sales floors and services to make shopping an enjoyable experience for all customers.

### 1<sup>st</sup> floor: Food / Daily necessities

In the food section, “safety and security” and “health and beauty” are the keywords defining the product selection. The section features a western-style dessert corner and vegetable salad bar which are popular among young female customers, while enhancing the selection of nuts and dried fruits which are popular for breakfast and snacks. An eat-in corner is available for customers to relax with a meal while shopping.

#### <Buffet-style delicatessen / eat-in corner>

The delicatessen corner features a buffet counter where customers can choose freely from a selection of ready-to-eat meals prepared in-store. The selection includes various Chinese cuisine dishes and such western foods as pizza, steak, baked potato, and tarts. *Sushi*, *tempura*, and *okonomiyaki* are among the popular Japanese foods on the menu. Customers can choose their favorites from the extensive menu.

An eat-in corner with about 50 seats is located next to the delicatessen corner. Customers can relax and enjoy the food purchased in the Store in a home-style relaxing atmosphere.

#### <Confectionery / coffee related section>

In recent years, confectionery has become a popular hobby among young customers. The confectionery corner offers a wide variety of confectionery ingredients and utensils for making cakes, cookies, and other confectioneries. Customers can purchase all the materials they need for home baking in one spot, including whisks, baking pans and utensils, and cake ingredients. The coffee section has a roast coffee corner with specialty products for medium and dark roasting, along with a wide selection of coffee makers and roasting equipment. Customers can also enjoy mixed coffee, coffee concentrates, and a variety of other products for all aspects of everyday life.

#### <Dessert corner>

The western dessert corner, especially popular with ladies and children, has a broad

selection of large and small cakes, sweet soups and puddings, cut fruits, sandwiches, crepes, hotdogs and other delectable treats.

<Salad bar corner>

The self-service salad bar is ideal for health-conscious ladies as well as customers who seek for more vegetables in their diet. Customers can select what they want and the amount they want from an array of items, including many varieties of salad, cut fruits, and mashed vegetables with high nutritive value.

## 2<sup>nd</sup> floor: Fashion / H&B

<Fashion>

The fashion section proposes total coordination with its abundant lineup of men's and ladies' casual clothing for everyday lifestyles. The accessories corner integrates the latest fashion trends, while the fashion goods corner offers a large variety of hats, scarves, and other items combining fashion with function. There is also a selection of outdoor items and clothing for customers who enjoy camping, hiking and other outdoor activities.

<Beauty lab>

The cosmetics corner offers popular Japanese and Korean brands in addition to popular Chinese items. The corner also features a "beauty lab" consulting area staffed by beauty advisers who can recommend the cosmetics to match customers' skin types.

<Travel corner>

The travel corner offers a full lineup of items for travelers. The diverse selection includes such necessities as suitcases, boston bags and backpacks, along with storage bags, eye masks, disposable underwear and other items designed to make traveling more convenient and enjoyable.

## 3<sup>rd</sup> floor: Kids floor

The kids floor is staffed by baby advisors and other sales people with specialized expertise. By gathering their accumulated know-how together, the kids-related sales floor is both comprehensive and specialized to meet customers' every need.

The baby items corner has a large range of items to support expecting mothers. The corner is also divided into baby, infant, and kids areas with baby carriages, baby foods, clothing, toys and other items to meet each stage of a child's life and growth period. The floor also has a baby room for mothers and their children to rest and breast-feed in comfort while shopping.

## [Initiatives for improving “safety and security” and convenience]

### ■Examples of initiatives

- Initiatives for “safety and security”

The Store endeavors to have a safe and secure environment to ensure that customers can enjoy shopping in comfort. Store staff welcome customers with hospitality developed by Aeon in Japan, including meticulously cleaned restrooms, carts for babies and children, and other services.

- Initiatives for convenience

Vending machines, gift wrapping, and free home delivery of purchased items\* are just some of the many services the Store offers to make shopping more comfortable and convenient.

\*For purchases of over 500 yuan.

## [CSR activities]

### ■Examples of initiatives

- On October 21, which is the Double Ninth Festival in China for honoring senior citizens, the Store staff delivered gifts to senior citizens living alone in Shaxi Town. The staff visited a total of 30 households in five villages to deliver oil, rice, rolled paper, detergents, and other items.



- On November 1, Store staff teamed up with a local volunteer group to deliver basic necessities and school supplies to single-parent households.



- On the 11th of each month, which is designated as “Aeon Day,” the Store staff participate in a Clean and Green Campaign to clean around the Store and public facilities in the neighborhood. On November 11, a total of 180 persons including the Store staff and local volunteers participated in the Campaign.



- On November 15, the Store hosted a parents-and-children walking event in which some 150 families participated. The event was part of Zhongshan City's "Small Hands and Big Hands Join to Walk" program to encourage children and parents to take walks together.
- On November 22, the Store hosted the "Aeon Charity Jogging" event with the support of the local government. More than 500 local people participated. Each participant donated 50 yuan, and the total amount of 25,000 yuan was donated to the Zhongshan City, Shaxi Town Charity Federation to be used for youth development projects.

**[Outline of the Store]**

Name: AEON Zhongshan Shindai Store

Address: Shaxi Avenue 6, Shaxi Town, Zhongshan City

Opening day: November 28, 2015

Floor area: 22,543m<sup>2</sup> (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> floor)

Business hours: Sunday to Thursday: 9:00-22:30 Friday and Saturday: 9:00-23:00

Holiday: Open throughout the year

Store manager: Zhang He Hua

Number of employees: 181

Vehicle parking capacity: 1,187

◆Number of retail stores in China (as of November 28, 2015)

Name of company	Total	GMS	SM	HP	Mall type SC
AEON Stores (Hong Kong) Co., Limited	13	8	5	—	
GUANGDONG AEON TEEM CO., LTD.	18	13	5	—	
QINGDAO AEON DONGTAI CO., LTD.	9	8	1	—	7
AEON South China Co., Limited	10	9	1	—	2
AEON EAST CHINA (SUZHOU) CO., LTD.	3	3	—	—	
BEIJING AEON CO., LTD.	6	6	—	—	
AEON (HUBEI) CO., LTD.	1	1	—	—	
Aeon Maxvalu (Guangzhou) Co., Ltd.	3		3		
Aeon Maxvalu (Qingdao) Co., Ltd.	1		1		
Aeon Maxvalu (Jiangsu) Co., Ltd.	2		2		
AEON MALL (CHINA) CO., LTD.					9
<b>Total of China Business</b>	<b>66</b>	<b>48</b>	<b>18</b>	<b>—</b>	<b>18</b>